

ORDER



Orders
Order / Rev: 186451
Alt Order #:
Product Desc: 228-Joe Coors for Congress 10.16-10.22
Estimate: 2735
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: American Media Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Congress/Joe Coors (R)
Demographic: A25-54
Product Codes: PL3-US House Rep
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	115	\$90,970.00	\$77,324.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	115	\$90,970.00	\$77,324.50	0.00
Totals	115	\$90,970.00	\$77,324.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/21/12	10/21/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p	-----S	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S		1				\$450.00		0.00			
N 2	KMGH	10/16/12	10/22/12	Nightline Nightline	CA	1037P-1103P	11111--	:30	5	\$675.00	P3	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--		5				\$675.00		0.00			
N 3	KMGH	10/16/12	10/22/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	11111--	:30	5	\$1,500.00	P3	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--		5				\$1,500.00		0.00			
N 4	KMGH	10/21/12	10/21/12	ABC Sun B Once Upon a Time	CA	7P-8P	-----S	:30	1	\$4,500.00	P3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S		1				\$4,500.00		0.00			
N 5	KMGH	10/19/12	10/19/12	ABC Fri A SHARK TANK	CA	7P-8P	----F--	:30	2	\$1,125.00	P3	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	----F--		2				\$1,125.00		0.00			
N 6	KMGH	10/18/12	10/18/12	ABC Thurs A LAST RESORT	CA	7P-8P	---T---	:30	1	\$3,000.00	P3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	---T---		1				\$3,000.00		0.00			

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/22/12	10/22/12	ABC Mon Prime Dancing w/ Stars	CA	7P-10P (9:00 PM-10:00 PM)	:30	2	\$6,000.00	P3	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	2-----		2		\$6,000.00			0.00			
N 8	KMGH	10/16/12	10/22/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P 11111--	:30	5	\$1,575.00	P3	0.00	NM	5	\$7,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5		\$1,575.00			0.00			
N 9	KMGH	10/16/12	10/22/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P 11111--	:30	5	\$1,375.00	P3	0.00	NM	5	\$6,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5		\$1,375.00			0.00			
N 10	KMGH	10/21/12	10/21/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	2	\$525.00	P3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		2		\$525.00			0.00			
N 11	KMGH	10/20/12	10/20/12	5-6p News Saturday 5pm News Saturday	CA	5P-5:30p -----S-	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1		\$375.00			0.00			
N 12	KMGH	10/16/12	10/22/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P 11111--	:30	5	\$750.00	P3	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5		\$750.00			0.00			
N 13	KMGH	10/16/12	10/22/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P 12222--	:30	9	\$400.00	P3	0.00	NM	9	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	12222--		9		\$400.00			0.00			
N 14	KMGH	10/16/12	10/22/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm 22222--	:30	10	\$450.00	P3	0.00	NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	22222--		10		\$450.00			0.00			
N 15	KMGH	10/16/12	10/22/12	M-F 230-3pm M-F 230-3pm	CA	230-3p 11111--	:30	5	\$300.00	P3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5		\$300.00			0.00			
N 16	KMGH	10/16/12	10/22/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P 22222--	:30	10	\$275.00	P3	0.00	NM	10	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	22222--		10		\$275.00			0.00			
N 17	KMGH	10/16/12	10/22/12	The View THE VIEW	CA	10A-11A 11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5		\$450.00			0.00			
N 18	KMGH	10/16/12	10/22/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a 11111--	:30	5	\$300.00	P3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5		\$300.00			0.00			
N 19	KMGH	10/16/12	10/22/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a 11111--	:30	5	\$300.00	P3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5		\$300.00			0.00			
N 20	KMGH	10/21/12	10/21/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		2		\$400.00			0.00			
N 21	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	2	\$315.00	P3	0.00	NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

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N21	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	2	\$315.00	P3	0.00 NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S		2		\$315.00		0.00			
N22	KMGH	10/21/12	10/21/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A -----S	:30	2	\$120.00	P3	0.00 NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S		2		\$120.00		0.00			
N23	KMGH	10/20/12	10/20/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A -----S- (5:00 PM-5:30 PM)	:30	4	\$300.00	P3	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-		4		\$300.00		0.00			
N24	KMGH	10/16/12	10/22/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A 44444--	:30	20	\$625.00	P3	0.00 NM	20	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	44444--		20		\$625.00		0.00			
N25	KMGH	10/16/12	10/16/12	ABC Tue C Dancing w/ Stars	CA	9P-10P -1-----	:30	1	\$5,000.00	P3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-1-----		1		\$5,000.00		0.00			
											Totals	115	\$90,970.00